

**ReName:** Brendon Brown

**Title:** Business Information Technology Solutions

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**In brief:**

- **Experience in University IT admin and major development fundraising.**
- **Adept at grasping business problems and communicating their IT solution clearly.**
- **Successful large-scale software deployments from SAP B1 to hundreds of small-scale projects.**
- **Fluent in Spanish, Italian, competent in French, Latin, and working knowledge of Greek.**
- **I am searching for a remote IT or web project management role with consistent generous pay, challenging objectives, and possibly family health insurance.**

**In full:**

My strength is in a natural ability to understand quickly and completely the technology needs of a business, communicate them clearly, and develop and implement the tools and campaigns needed for success.

I am and have always been insatiably curious about technology and design. I have spent more than a decade immersed in designing, managing and developing websites and software for businesses. This experience, combined with a background in philosophy, critical thinking and liberal arts as well as mastery of several romance languages, and over a decade in web and eCommerce, has given me unique tools to understand the entirety of the business sales and service processes. From lead management, CRM, storytelling, marketing automations and PPC to eCommerce or accounting platform management, analytics, UX/UI and A/B, conversion funnels and customer loyalty, I source, vet, plan, deploy and support and optimize business revenue, delivery and administrative software.

I am humble, hard-working, and I get results.

## **Current employment and availability:**

I am currently self-employed in the capacity of eCommerce and Business IT consulting through my company Island City Media, LLC. I have at-will contracts exclusively with small to midsize customers to design and deploy complete platforms and supporting marketing and sales channels, along with fulfilment infrastructure.

If hired, I would be available immediately by scaling back client hours significantly with the intention of finding them a new service provider.

## **Some current clients:**

- <https://www.eohsjwesternusa.org/>
- <https://sacredimageicons.com>
- <https://maris-home.com>
- <https://baysidegroup.ca/>

## **Experience:**

- **24 years Graphic and Web Development and Design**
- **20 years IT Infrastructure Management and Support**
- **14 years Business IT software solutions architect**
- **11 years eCommerce & Digital Marketing**

2012-present Island City Media – Owner, Business Technology, eCommerce and Web Development.

2018-23        Archetype Group LLC - Co-founder, CTO, eCommerce Technologies Director and Developer

2016-18        My Saint My Hero – IT Manager, eCommerce Manager, Developer

2011-12        City of Summerside - Front-End Web Developer and Web Content Specialist

2010-11        Bayside Group – Web Marketing and IT Manager

2008-10        International Leadership Semester - Marketing Manager and Graphic Designer

2005-08        Major Gifts Development, Executive Administrator

2004-05        Thornwood CES - IT Infrastructure Manager and Administrator

2002-05        Integer - Web and Graphic Designer

2000            Integer - Graphic Design Intern

## **Education:**

2002-03        Cheshire Center of Humanities and Liberal Arts - Certificate in Humanities and Liberal Arts

2003-05        Ateneo Regina Apostolorum - Bachelor's Degree in Philosophy

2008-10        European University of Rome - Master's Degree in Philosophy (incomplete)

**Certificates:**

<i>Udacity:</i>	<b>1 Course (Programming Nanodegree)</b>
<i>Codecademy:</i>	<b>7 Courses (HTML, CSS, SASS, Javascript, jQuery, PHP, Python)</b>
<i>FreeCodecamp:</i>	<b>2 courses (Responsive Web Design, Javascript)</b>
<i>Google Ads</i>	<b>4 certifications</b>
<i>Google Analytics</i>	<b>3 certifications</b>
<i>Shopify Partner</i>	
<i>Klaviyo Master Silver</i>	

**Skills:**

*While I possess a unique capacity to intuit software and processes, I have grown to fully understand the tools and technologies below:*

*Web Platforms* – Shopify, WooCommerce, Magento 2, BigCommerce, WordPress, AWS, CPanel, WHM, Apache2

*Web Developer* - Git, Liquid, Gulp, Webpack, SASS, HTML, JavaScript, PHP, MySQL, Node, CSS Grid, FlexBox

*eCommerce* – Klaviyo, Google Analytics, Google Ads, Bing Ads, Facebook Ads, Google Shopping, Facebook Shopping, Google Tag Manager, Google Optimize, Mailchimp and more.

*Graphic Design* - Adobe Photoshop, Illustrator, InDesign, Sketch, CaptureOne

*Creative* - Photography, Videography, Final Cut Pro

*Corporate IT* - Technical support, ESXI Hypervisor, Windows Server, Linux, PC & OSX Software and Hardware Management, DNS, DHCP and VLAN, Office365.

**Achievements:**

- Serial entrepreneur with 4 companies co-founded.
- Managed and developed the web software upgrade for the Vatican Museums restoration artists fund <http://vatican-patrons.org/>
- Managed a full eCommerce migration from WooCommerce to Magento 2 for <http://mysaintmyhero.com/>
- Managed a full ERP migration from Sage50 to SAP Business One with integrated eCommerce and B2B ordering systems.
- Planned and deployed full IT communications and security infrastructure and ERP-integrated software for a retail expansion.
- Dozens of happy customers on Wordpress(Woocommerce), Shopify, Squarespace, or the software of their choice. Sites come complete with integrations to Marketing and Sales channel integrations based on growth strategy discussion, and fulfilment integrations with fulfilment software such as Finale, Shipstation, or Print on Demand solutions like Printify, Gooten, etc...